

Twenty Old Bailey





Client

Blackstone

Creative Partners

Buckley Gray Yeoman

Contractor

ISG Plc

Twenty Old Bailey is an office building in the City of London. The 1980's structure required a complete modernisation, to create an immaculate workspace set around a pioneering 'arterial street' creating its own bustling community in London's diverse and dynamic heart.

Cobal immediately started design workshops to scope out the detail and practicalities of the required work and to identify any issues.



Concept

The brief to Cobal was to design and develop beautifully crafted external and internal branding and wayfinding signage, to reflect the total transformation into a contemporary office space of the highest quality.

The external branding on both the Old Bailey and Fleet Place facades was to be a simple yet elegant white on black illuminated graphic, to reflect the heritage and quality of the surrounding environment.

Challenge

This external signage involved a notable logistical challenge, requiring a very close partnership with the external glazing supplier to ensure a seamless and coordinated installation of the headline 'TWENTY' branding above the main entrances.

The only access to the sign locations was via apertures in the external walls where glazed panels had to be fitted, so close cooperation with the glazing and crane contractors were critical.



Outcome

The majority of the internal wayfinding and branding signage was formed of a dark bronze material which provided a look of consistency, clarity and quality. It was an inherently practical solution, as changes to tenants could easily be made.

The signage elements were formed from CNC cut aluminium, which was powder coated and then adhered to the wall in the reception area. Alongside these, were channel sections, permanently fixed to the wall. Set into these channels were aluminium letters. This innovative solution enabled tenant names to be removed from the channel and new names inserted without any damage to the letters or the wall.

As with many Cobal projects, the designer had a vision to achieve but our challenge was how to turn this vision into reality. Both the external and internal sign applications were classic examples of how our experience, craftsmanship and collaborative project management skills were able to meet these challenges. Ultimately, the building was skillfully transformed from a rather tired 1980's structure, into a Grade A office building fit to serve as the headquarters of some highly prestigious companies.

